


# € TRAINING

Public Affairs and Government Relations  
Strategy In The Oil And Gas Industry

A photograph of four smiling professionals in a meeting. A woman in a black top and necklace is in the foreground, looking towards the camera. Behind her are three other people (two men and one woman) in white shirts, looking towards the right. The background is a bright, modern office setting. A large blue curved graphic element is overlaid on the top and right sides of the image.

29 July - 2 August 2024  
Baku (Azerbaijan)  
Holiday Inn Baku



# Public Affairs and Government Relations Strategy In The Oil And Gas Industry

REF: ST1809 DATE: 29 July - 2 August 2024 Venue: Baku (Azerbaijan) - Holiday Inn Baku Fee: 5830 Euro

## Introduction:

Effective Government Relations for the Oil & Gas Sector training course will provide participants with a thorough understanding of the government relations function within the oil and gas sector. Participants will gain an understanding of the business value that a strategic approach to government relations can deliver at all stages of the oil and gas investment cycle: exploration and production, transportation, trading, processing and distribution. This training course will provide insight into the role government relations plays in winning new business, building and reinforcing a strong reputation, supporting operations, managing change and resolving disputes.

## Course Objectives:

At the end of this course the participants will be able to:

- In-depth knowledge of how to use a strategic approach to government relations to create value for your business
- In-depth insight into how to analyse and mitigate political risks facing your business
- The ability to develop and implement a fit for purpose government relations strategy to support your business needs
- Knowledge of a wide range of tools and tactics to use to improve your ability to manage relations with government in a wide variety of situations
- Insight into how to create synergies between the government relations function and other functions such as Project Management, Operations, Finance, Legal and Public Relations

## Targeted Audience:

- Government Relations Managers
- Political Risk Analysts
- Corporate Affairs Managers
- External Relations Managers
- Corporate Social Responsibility Managers
- Public Relations Professionals
- Country Managers
- Asset Managers
- Project Managers
- Operations Managers
- New Venture Managers
- Business Development Managers
- Finance and Tax Professionals
- Lawyers
- Risk Managers

## Course Outlines:

### Unit 1: Introduction to Effective Government Relations

- The Business Case for Government Relations

- How important is government to your business?
- How to conduct Government Relations with integrity?
- Legal Aspects
- Reputation Risk
- Trends

## Unit 2: Political Risk Analysis and Mitigation

- Introduction to Political Risk
- Stakeholders: Agendas and Drivers
- Political Risk Analysis Tools
- Global Issues and Trends
- Strategies for Mitigating Political Risk

## Unit 3: Effective Applications of Government Relations

- New Country Entry
- Expanding Existing Operations
- Mergers and Acquisition
- Stakeholder Mapping
- The License to Operate: Sustainable Relations with Governments and Communities
- Gaining and Maintaining a License to Operate
- Advocacy and Lobbying
- Understanding Government Stakeholder Agendas and Drivers
- Building a Case for Change

## Unit 4: The Government Relations Toolbox

- Elements of a Government Relations Strategy
- Implementation
- Monitoring Results and Assessing Performance
- High Level Engagement
- Engaging in the Policy Debate
- Joining Forces with Others
- When Things Go Wrong
- Defending the License to Operate
- Long Term Outlook
- Divestment or Staying-on?
- Lessons Learned and Conclusions

## Unit 5: The Government Relations Business Game

- Introducing the Scenario
- Risk Analysis
- Stakeholder Mapping
- Government Relations Strategy
- Building the License to Operate
- Implementing the Strategy
- Managing Expectations
- Alignment with the Government
- First Signs of Trouble